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Descriptive Price List, Helpful
Hints and Early History
OF THE
GLADIOLUS



HENRY YOUELL

Formerly of the Royal Nurseries Great Yarmouth, England

538 Cedar Street

Syracuse, N. Y.

TESTIMONIALS.

Taunton, Mass., May 23, '13.

The last lot of Gladioli came O. K. They are the finest lot I ever received, not a blemish. Thanks for extras, etc.

Hammondsport, N. Y., Mar. 19th, 1913.

Your card and the Gladoli received. They are the largest bulbs I ever bought.

Maccaroni Center, N. Y., March 13, 1913.

Enclosed find small order for Gladioli. The bulbs you furnished me last year were very satisfactory to me.

Frankfort, Ky., Jan. 5th, 1913.

Compared with other bulbs obtained from all over the country, yours showed a much better percentage of bloom.

Victoria, B. C., Jan. 12th, 1914.

I am in receipt of your recent favors and the box of bulbs has also come to hand. Please accept my thanks for the bulbs. They seem to be in first-class shape and I must say you had them marked perfectly. Thanking you again and with best wishes for the New Year.

D. D. M.

INTRODUCTION.

In presenting my descriptive catalog and price list for 1914 I beg to call attention to the condensed early history of the Gladiolus, which may prove interesting. The Helpful Hints are very valuable, especially to beginners.

My list contains only such sorts as are really good and worth growing. Each year many so-called new varieties are introduced at high prices and too often they prove not as good as many of the old ones.

I have added this year several very beautiful new varieties introduced by that celebrated hybridist, Mr. A. E. Kunderd of Goshen, Indiana, who originated the first ruffled Gladiolus, Kunderdi Glory. All his seedlings are great acquisitions and have received many prizes and certificates of merit in this country and Europe. No collection is complete without America, Panama and Niagara, a trio that cannot be surpassed.

It is advisable to order as early as possible.

No substitutions made unless instructed to do so.

No flower in the past fifty years has shown such marvelous development as the beautiful Gladiolus. Many sorts now rival the Orchid; in fact, it is often named the "People's Orchid," and from the ease with which it can be cultivated it is deservedly becoming more popular each year.

Many inquiries are made as to the native habitat of the Gladiolus and, being one of the oldest growers in this country, I will give a condensed history of it.

There has been much controversy as to the native home of this bulb, but it is safe to say that it was originally found in South Africa, for new species are still being discovered there. We owe a deep debt of gratitude to some of the French horticulturists for many of our fine sorts still grown. Outside of France, very little was known of the wonderful work in developing the flower until Queen Victoria visited Emperor Napoleon in August, 1857. At that time the gardens were a riot of color, with many sorts in bloom, and the Queen and her large retinue were carried away by the sight of the

Royal gardens, and returned to England with tales of the wonders they had seen. Mr. Souchet, the Emperor's head gardener, had been working for some years crossing the different sorts, and Victor Verdier and Messrs. Vilmoien, both well-known horticulturists, had been engaged in the same work but had apparently hidden their light under a bushel. After the Queen's visit many varieties were put upon the market.

I am very proud of the fact that Brenchleyensis, disseminated by my father more than sixty years ago, still stands at the head of its class and is listed in every catalog, the world over. Since that time growers in this country, England, France, Germany and Holland have vied with each other in producing the magnificent flowers we have to-day.

THE GLADIOLUS.

Among all our beautiful garden flowers the Gladiolus is the acknowledged Queen and is very rightly called the "Peoples' Orchid," from its exquisitely marked flowers of every hue ranging from pure white to deep purple. Its easy cultivation and its lasting qualities either in the garden or as cut blooms cannot be equaled by any flower. Its cultivation is so easy that it commends itself to all.

The subjoined list contains only those sorts that have been thoroughly tested and proved worthy of a place in any collection, either for exhibition or for cut flowers for the house, and we can, with the greatest confidence, recommend them.

The following cultural directions should be read carefully, as they will be found of great help.

THE SOIL

Best suited for Gladioli is a light loam or sandy soil; any garden where annuals grow will suit them. If the soil is heavy it can be made lighter by adding a good application of sifted coal ashes, mixing the dust (this will be found very beneficial to all heavy garden soils). Have it well worked in with a fork or plow. Good rotten horse manure should be added if the soil is poor; if this cannot be obtained, pulverized sheep manure can be used with good results, or high grade potato fertilizer may be used. These can be obtained from any seedsman. The ground should be dug to the depth of a foot and the bulbs planted six inches deep for large ones and five inches for smaller, and from four to six inches apart.

THE SITUATION

Best suited is a sunny one. Never plant on the north side of a house or fence or under the shade of trees. Splendid effects can be obtained by planting among roses or shrubs when not too close, or between asters and other dwarf annuals. Rows planted in the vegetable garden make a fine showing.

WHEN TO PLANT.

For a continuous supply of flowers it is best to make plantings every two weeks, commencing as soon as the ground can be worked, about the middle of April, and continuing until the end of June.

WATERING.

Should there be a long drought it is necessary to give the bulbs a good watering every week. A mulch of grass from the lawn, straw, or manure will be of great help. Keep the soil well stirred with the hoe and free from weeds.

CUTTING THE FLOWERS.

It is best to cut the blooms when the first two or three flowers are open. The rest will follow when placed in water. Break off the two top buds. Do not cut off more foliage than is required. A very dainty center-piece for the table can be made by placing some individual flowers in a shallow dish with ferns or asparagus.

CARING FOR THE BULBS.

This is a very important matter. Do not dig the bulbs until the leaves begin to turn brown unless there is a prospect of a hard frost. Cut the tops off to within one inch of the bulb. Lay them in boxes or flats exposed to the sun for two or three days, when they can be placed in a cool, dry place, removing the roots and old bulbs at pleasure. Never leave the bulbs in the ground through the winter.

All orders for 25c and over sent carriage free. Remittances should accompany all orders and may be made by Postoffice or Express Money Order, Draft or Stamps.

NAMED SORTS

America. One of the best Gladiolus in existence. The color is a most beautiful soft pink, very much like the "Enchantress" Carnation. Individual flowers are very large and massive, and as a group or in vases there is no other flower which can excel it in effectiveness. 10c each; 3 for 25c; 75c per doz.

Attraction. Deep, dark rich crimson, with a very conspicuous large pure white center and throat. At once a most beautiful and attractive sort. 10c each; 3 for 25c; 75c per doz.

Augusta. Flowers are of perfect paper-white with a slight pink shade on lower half of the petal. The spike is set solid and perfect with the flowers from top to bottom. 5c each; 50c per doz.

Baron Hulot. Good-sized flower, well arranged on straight spikes, color dark violet bordering on blue or of the deep blues. 10c each; 3 for 25c; 80c per doz.

Brenchleyensis. Brilliant vermillion-scarlet. Though inexpensive, one of the finest for the garden and for massing. Introduced by my father 60 years ago. 5c each; 50c per doz.

Bird of Paradise (Kunderd). New, bright red on a pink ground. Blotched and spotted with dark red, the edge of blotches running into white. Is fine. 25c each.

Ceres. White with purplish spots on the lower petals. 5c each; 50c per doz.

Chocolate Drop (New). Buds and flowers rich chocolate, gradually fading to a delicate lavender. Good stiff spike. Very distinct. 10c each; 3 for 25c; 80c per doz.

Cherry King (Kunderd). Cherry red of a deep, rich tint with a blotch of still deeper shade on the lower petals. Flowers of medium size but of most graceful form. A most attractive sort, highly recommended. 25c each, \$2.50 per dozen.

Chicago White (Kunderd). New. The earliest white. The throat has a small magenta stain. Very fine and effective. 15c each; 3 for 40c; \$1.25 per doz.

Cardinal. Perfect flower and spike; very large and the brightest, cleanest and most intense cardinal-scarlet; very rich and showy. 15c each; 3 for 40c; \$1.25 per doz.

Cardinal King (Kunderd). Very brilliant, solid cardinal scarlet, with large flowers and spike. One of the best. 15c each, \$1.50 per dozen.

Canary Bird. A pure canary shade that is pleasing and attractive. 10c each; 3 for 25c; 75c per doz.

Contrast. Has flowers of great substance, intense scarlet, with a large pure white throat. Very distinct. Highly recommended. 30c each; \$3.00 per doz.

Dawn (Tracy's). The most beautiful shell-pink Gladiolus ever offered. A long, graceful spike of magnificently formed flowers, all open at one time. The keeping qualities of this variety surpass anything grown, while its color and texture make it indispensable as a cut flower and for bedding. New. 20c each; 3 for 50c; \$1.75 per doz.

Eugene Scribe. Fine, large, well opened flowers of soft rose pink, heavily flaked with bright carmine. Fine spike. 10c each; 3 for 25c; 75c per doz.

George Paul. Deep crimson, slightly stained with yellow and spotted with purple. Large open flowers. Very fine. 10c each; 3 for 25c; 80c per doz.

I. S. Hendrickson. A gigantic flower on immense spikes; color a beautiful and irregular mottling of white and bright deep pink, in some the pink and in others the white predominating. 10c each; 3 for 25c; 80c per doz.

Isaac Buchanan. A fine yellow. All flowers open at one time, making it a good bedding variety. Fine with Baron Hulot and Augusta. 10c each; 3 for 25c; 75c per doz.

Ida Van (Kunderd). This is a great acquisition; the flowers are very large, lily shaped, of the brightest red with a blotch of darker red on the lower petals. Was awarded certificate of merit in England and numerous first prizes in this country. 25c each, \$2.50 per dozen.

Jean Dieulafoy. A lovely cream color, with carmine blotch. Excellent for bouquets. 25c each; 3 for 70c; \$2.50 per doz.

Jessie. Early flowering. Velvety red, on a very long spike. 5c each; 50c per doz.

Klondyke. Light yellow petals marked with crimson maroon blotch. Fine. 10c each; 3 for 25c; 75c per doz.

Kunderdi "Glory." This is the first of the new ruffled type, originating with A. E. Kunderd, a celebrated hybridist of Goshen, Ind. The color is a delicate cream pink, with a most attractive crimson stripe in each lower petal. Each petal is exquisitely ruffled and fluted, giving it an orchid-like appearance, extra. 15c each; 3 for 40c; \$1.25 per doz.

✓ **Le Poussin.** Light red. Beautiful white throat. Very showy and attractive. 10c each; 3 for 25c; 75c per doz.

Meadowvale. One of the purest whites, without a shade of other color, except in the throat where there is a touch of vivid crimson; the three lower petals have a slight center marking of faint pink; stalk is strong and vigorous, with 10 to 12 flowers in bloom at once, and continuing in bloom a long time as the flowers open. 20c each; 3 for 50c; \$1.75 per doz.

✓ **Mephistopheles.** Flowers of large size, dark red, stained with black and yellow: very attractive. 10c each; 3 for 25c; 75c per doz.

✓ **May.** Beautiful pure white, freely marked bright rose-crimson. Strong growers. Fine. 5c each; 50c per doz.

Mrs. Francis King. A new variety which excited great comment and admiration, both for size of flower and beauty; the color of the flower is a light scarlet; the flowers are very large, usually measuring from 3½ to 4 inches in diameter and are borne on long stems with from 4 to 6 flowers open at a time. 10c each; 3 for 25c; 75c per doz.

Mrs. James H. Lancashire. Large flowers, exquisite cream color, with carmine stripes on the lower petals. One of the most pleasing of the light colored varieties, flowers open at one time, and excellent keeping. New. Fine. 35c each.

Mrs. Frank Pendleton, Jr. (Kunderd). Without question the most beautiful of all, rivaling the Orchid. The flowers are very large and well expanded, of a lovely flushed salmon pink with a brilliant carmine or deep blood red blotch on the throat, presenting a vivid contrast. Awarded Gold Medal, London, 1913, and many prizes and certificates of merit in this country. 50c each, \$5.00 per dozen.

Mrs. H. W. Beecher. Beautiful deep rose crimson. Large, well formed flowers, with pure white throat, freely marked and spotted. Very fine. 15c each; 3 for 40c; \$1.40 per doz.

Myrtle (Kunderd). A most exquisite shell pink, lightly penciled with rose. One of the most beautiful. Flowers large, of good substance. Has received many silver and gold medals. Highly recommended. 25c each.

Niagara (Banning). New. One of the finest Gladiolus flowers, measuring 4½ inches across. Color creamy yellow, lower petals blotched with carmine. Highly recommended. 25c each; \$2.50 per doz.

Panama (Banning). Flower and spike very large; like America but of a deeper pink; one of the most beautiful of all. No flower has received so many prizes and awards of merit, not only in this country but in England, France, Germany and Holland. 50c each, \$5.00 per dozen.

Pride of Goshen (Kunderd). Ruffled, color bright salmon pink, flowers were large and beautifully ruffled. Spike very strong, tall and imposing. A great acquisition. New. 25c each.

Princeps. This is the most popular crimson scarlet variety in the world. The wonderful size and brilliancy of the flowers, shaped like an amaryllis, makes it eagerly sought, and stock is always in great demand. 15c each; 3 for 40c; \$1.50 per doz.

Peace. A fine white, with pale lilac feathery on lower petals. Strong grower; many flowers open at one time.
ing on the inferior petals. 20c each; 3 for 50c; \$1.75 per doz.

Prophetesse. Large round flowers, pearly white with crimson throat. Early. Very fine. 10c each; 3 for 25c; 80c per doz.

Rochester White (Jacob Thoman & Son). The grandest pure white yet introduced. Has carried off the first prizes wherever shown. Spike and flowers very large and strong. Highly recommended. 40c each, \$4.00 per dozen.

Rosella. Large flower, light rose, stained purple and white. Very beautiful. 15c each; 3 for 40c; \$1.40 doz.

Rosy Spray. White splashed and penciled with rose pink. Flowers large, wide open and very attractive. One of the best. 15c each; 3 for 40c; \$1.40 per doz.

Scarsdale. Tall grower. Large pink-lavender colored flowers, shaded to dark rose. Very beautiful. 15c each; 3 for 40c; \$1.40 per doz.

Shakespeare. A very dainty white variety, slightly suffused with rose. Well opened flowers on a long spike. Fine. 10c each; 3 for 25c; 90c per doz.

Snowbank. Flowers are well formed on fine spike. Color white, with a slight stain of red at base of petals. Very fine. 10c each; 3 for 25c; 90c per doz.

Taconic Bright pink, splashed and striped with lighter tints and fading to a delicate blush. Lower petals with blotch of deep crimson, ending in a thin stripe of yellow. Flowers large, seventeen to eighteen on each spike, which is tall and straight. 15c each; 3 for 40c; \$1.50 per doz.

✓ **Wild Rose.** A remarkable variety and one that will gain in prestige as it becomes known, for it ranks with the very best. Color very bright rose or blush tint, exceedingly delicate and pretty, and needs only to be seen to be appreciated; we predict a great future for it. In its particular color it stands alone. 15c each; 3 for 40c; \$1.50 per doz.

White King (Kunderd). Ruffled. A very beautiful, large white flower, exquisitely ruffled; spike strong. Six or more flowers open at one time. 25c each, \$2.50 per dozen.

MIXTURES.

We desire to call particular attention to the following mixtures, which for size and beauty of flowers cannot be surpassed, and are confident they will give the greatest satisfaction.

Youell's Special Mixture, made up of the cream of all shades and colors. 75c per doz.; \$4.50 per 100.

Youell's No. 1. A splendid assortment of colors. 50c per doz.; \$3.00 per 100.

Youell's Blue Mixture, made up of all blue shades. Extra fine. 75c per doz.

We sell flowering bulbs only.

GIFT BOXES

For the purpose of stimulating a greater interest in the Glad-iolus, and believing many would be glad to send a few bulbs to a friend, we put up in neat boxes 13 bulbs of choice named kinds, consisting of blues, yellows, light and dark pink, reds, white and crimson. All named for one dollar. Also boxes containing 12 bulbs of good named sorts for 75c.

Boxes of very good mixed sorts, 50c doz.

These are all good large flowering bulbs. Postage paid. Your card can be enclosed if desired.

TESTIMONIALS

W. H. Workman, Florist,
Oswego, N. Y.

M. H. Youell, Syracuse, N. Y.

Jan. 17th, 1914.

Dear Sir—Replying to your inquiry as to the 500 Gladiolus bulbs I purchased from you last spring, am pleased to say they gave excellent satisfaction. Not only were they fine bulbs, but every one gave a large spike of very fine bloom and this in spite of a very unfavorable dry summer. In fact I had a better average of bloom than many I saw placed on exhibition and awarded first prize.

Yours truly,

W. H. WORKMAN.

H. Youell, Syracuse, N. Y.

Dear Sir:—My Gladiolus bulbs produced blossoms that were very satisfactory. The America were grand and the wonder of all who saw them.

I thank you for having given me so much pleasure and hope to order more bulbs another year.

Sincerely yours,

Elba, N. Y., Oct 3, 1912

MARY R. NORTON.

Marygold Farm
Onondaga Valley, N. Y., Oct. 9, 1912.

My Dear Mr. Youell:

You will be glad to know that the Gladioli that I bought from you last spring have given me great satisfaction all summer and I am still picking them.

There was such a variety of color and so many of the blooms were very large.

Sincerely yours,

MRS. WM. L. LYMAN.

